

Amendments to the Drawings

Please approve the following amendments to FIG. 7 as indicated in red in the attached copies of the formal drawing for FIG. 7:

Replace "finish recording of a" with --buffering the remainder of the--.

Add text --recording the remainder of the program from the buffer--.

Add reference numeral --740--.

Replacement sheet 7 is attached herewith for use as formal drawings.

Annotated sheet 7 is attached herewith in "Appendix A - Annotated Marked-up Drawings" to show the changes to the original sheet 7.

REMARKS

I. Summary of the Office Action

Claims 1, 2, 6-18, 35, 36, and 40-48 are pending in this application.

The drawings are objected to under 37 C.F.R. § 1.83(a) for failing to show every feature of the invention specified in the claims.

Claims 1, 2, 6-18, 35, 36, and 40-48 are rejected under 35 U.S.C. § 103(a) as being obvious from O'Connor et al. U.S. Patent Publication No. 2005/0244138 A1 (hereinafter "O'Connor") in view of Zigmond et al. U.S. Patent No. 6,698,020 (hereinafter "Zigmond").

II. Summary of Applicants' Reply

Applicants have amended FIG. 7 to show additional claimed features. Applicants have amended the specification to reflect the amendments of FIG. 7.

The Examiner's rejections are respectfully traversed.

III. Applicants' Reply to the Objection

The drawings are objected to under 37 C.F.R. § 1.83(a) for failing to show every feature of the invention specified in the claims. Applicants have amended FIG. 7 to

show the missing claimed features. This objection should therefore be withdrawn.

IV. Applicants' Reply to the § 103 Rejection

Claims 1, 2, 6-18, 35, 36, and 40-48 are rejected under 35 U.S.C. § 103(a) as being obvious from O'Connor in view of Zigmond. This rejection is respectfully traversed.

Applicants' invention, as defined by independent claims 1 and 35, is directed towards a method and a system, respectively, for recording television programs and promotions. A television program and at least one promotion are selected to be recorded. The selected television program is recorded and the selected promotion is recorded at a predetermined point of the recording. The portion of the television program after the predetermined point is buffered in a buffer and the portion of the television program after the predetermined point is recorded from the buffer.

O'Connor discusses recording and playing back a video stream.

Zigmond discusses inserting advertisements into a video programming feed at the household level.

Applicants submit that the combination of O'Connor and Zigmond fails to show or suggest recording a selected promotion at a predetermined point of a recording, buffering the portion of the television program after the predetermined

point in a buffer, and recording the portion of the television program after the predetermined point from the buffer, as required by independent claims 1 and 35.

In particular, O'Connor does not discuss buffering a television program for the purposes of inserting content (e.g., a promotion) within a recording of the television program. Instead, O'Connor discusses buffering a television program to allow the user to, for example, pause, rewind, and fast forward the television program (see O'Connor, FIGS. 12 and 12A).

Zigmond does not discuss buffering a television program or recording a portion of the television program from a buffer. Instead, Zigmond discusses inserting advertisements into television programs by using a switch that toggles between a video programming feed and an advertisement stream (see Zigmond, column 8, lines 29-37).

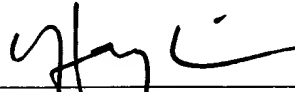
Even if O'Connor and Zigmond were combined, the resulting combination would, at best, allow a user to pause, rewind, and fast forward a switched video feed having video programming and one or more selected advertisements.

For at least this reason, amended independent claims 1 and 35 and dependent claims 2, 6-18, 36, and 40-48, which depend from either amended independent claim 1 or 35, are not obvious from O'Connor in view of Zigmond. This rejection should therefore be withdrawn.

V. Conclusion

In view of the foregoing, claims 1, 2, 6-18, 35, 36, and 40-48 are allowable. This application is therefore in condition for allowance. Reconsideration and allowance of this application are respectfully requested.

Respectfully submitted,



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Appendix A - Annotated Marked-up Drawings



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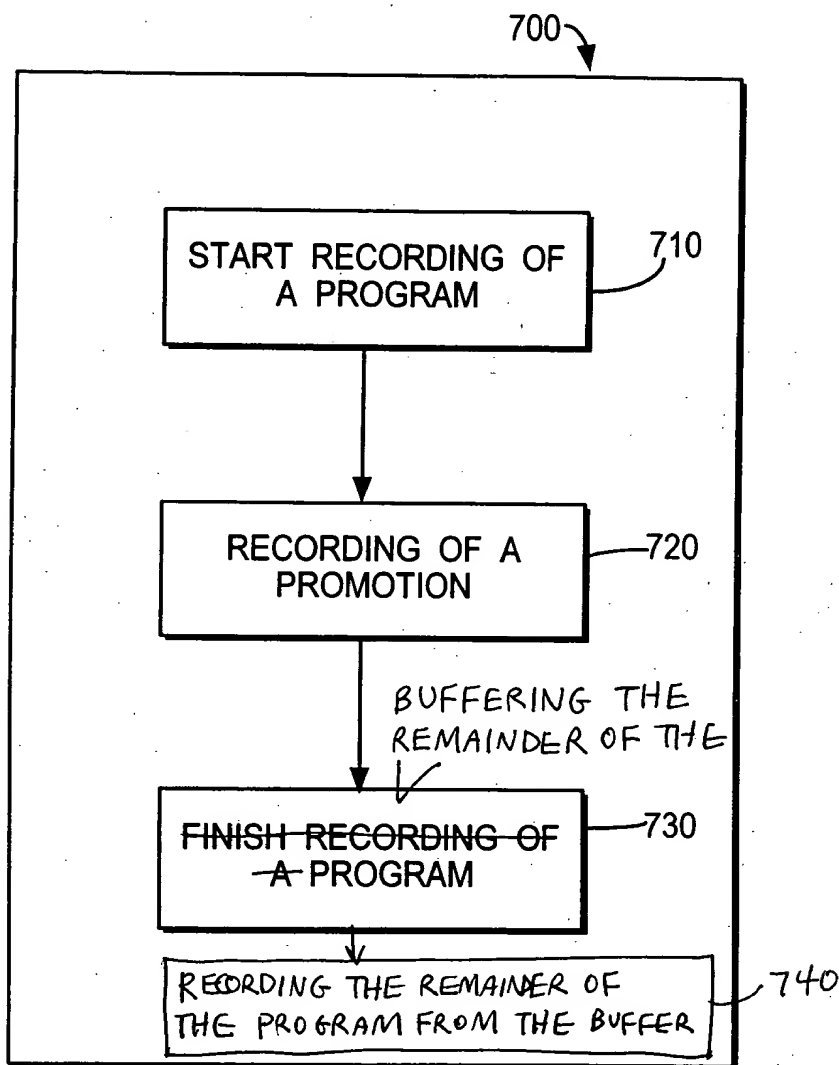


FIG.7